

WISCONSIN DEPARTMENT OF FINANCIAL INSTITUTIONS (WDFI) TRADEMARK SEARCH

User Guide – Online User – Trademark Search

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1 Online Search Information



The user may complete four different searches in the WDFI Online Filing System:

- **UCC Quick Search-Free Search** – a free search that can locate a filing or filings by debtor or file number.
- **UCC-11** - a paid search that can furnish a listing and/or copies of financing statements and tax liens by debtor or file number.
- **Trademark Search** – a free search that can find trademarks and tradenames by ID, applicant information, and registration date.
- **Secured Party Search** – a paid search that can furnish a listing and/or copies of financing statements and tax liens for by secured party.

All of the search types may be accessed from the **Search** menu in the header.

2 Trademark Search

1. Select **Search > Trademark Search** from the header menu.

The system displays the Trademark Search screen.

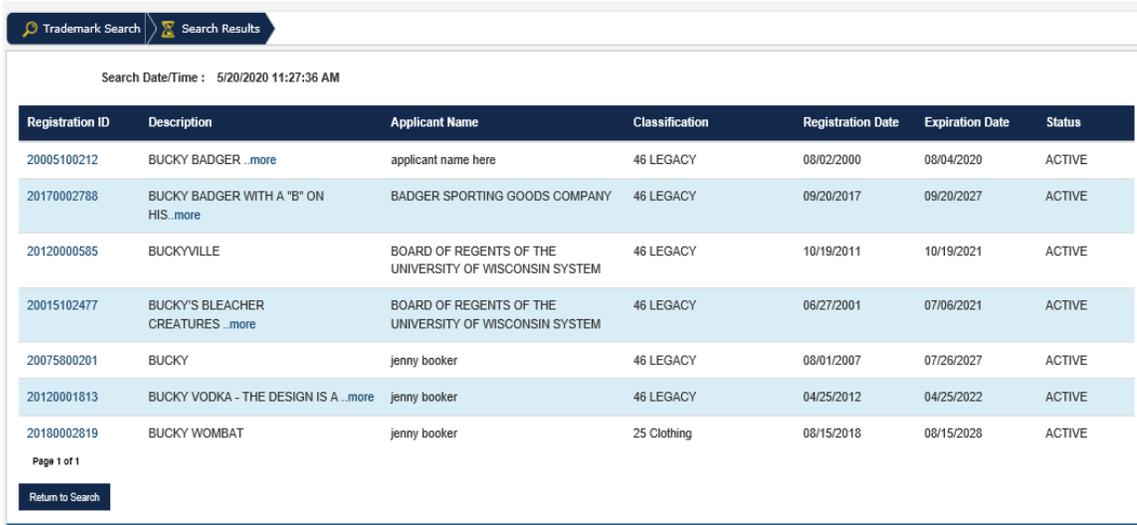
The image shows the 'Trademark Search' interface. At the top, there's a breadcrumb trail: 'Trademark Search' > 'Search Results'. Below this, the 'Trademark Search' section has a 'Status to Include' dropdown set to 'Active'. There are input fields for 'Registration ID' and 'Phrase, description or keywords'. Below these is a 'Search By' dropdown set to 'Starts With'. The 'Advanced Search' section has an 'Applicant Type' dropdown set to 'Both'. There are input fields for 'Entity Name', 'First Name', and 'Last Name'. At the bottom, there are 'Registration Date' fields for 'From' and 'To'. 'Search' and 'Reset' buttons are located at the bottom right of the form area.

2. Enter the desired search criteria.

NOTE: The user may enter additional search criteria in the Advanced Search section to further narrow search results.

3. Click the  button.

The system displays the search results in a data grid.



The screenshot shows a web interface for Trademark Search Results. At the top, there are tabs for 'Trademark Search' and 'Search Results'. Below the tabs, the search date and time are displayed as '5/20/2020 11:27:36 AM'. The main content is a table with the following columns: Registration ID, Description, Applicant Name, Classification, Registration Date, Expiration Date, and Status. The table contains eight rows of data, all with a status of 'ACTIVE'. At the bottom left of the table, it says 'Page 1 of 1' and there is a 'Return to Search' button.

Registration ID	Description	Applicant Name	Classification	Registration Date	Expiration Date	Status
20005100212	BUCKY BADGER .more	applicant name here	46 LEGACY	08/02/2000	08/04/2020	ACTIVE
20170002788	BUCKY BADGER WITH A "B" ON HIS.more	BADGER SPORTING GOODS COMPANY	46 LEGACY	09/20/2017	09/20/2027	ACTIVE
20120000585	BUCKYVILLE	BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM	46 LEGACY	10/19/2011	10/19/2021	ACTIVE
20015102477	BUCKY'S BLEACHER CREATURES .more	BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM	46 LEGACY	06/27/2001	07/06/2021	ACTIVE
20075800201	BUCKY	jenny booker	46 LEGACY	08/01/2007	07/26/2027	ACTIVE
20120001813	BUCKY VODKA - THE DESIGN IS A .more	jenny booker	46 LEGACY	04/25/2012	04/25/2022	ACTIVE
20180002819	BUCKY WOMBAT	jenny booker	25 Clothing	08/15/2018	08/15/2028	ACTIVE

2.1 Additional Actions for Trademark Search

The user may perform additional actions on Trademark search:

- Perform a New Filing
- Request Certificate/Copy
 - Certificate Request - a copy of the issued certificate for \$0
 - Certified Certificate Request- a certified copy of certificate for \$5
 - Copy Request - a copy of the filing submitted for \$5
 - Certified Copy Request- a certified copy of the filing for \$10
- View Filing History
- View Applicant History

1. Complete the steps for Trademark Search.
2. Click the Registration ID of the desired mark.

The system displays the Trademark Details screen.

Trademark Search Trademark Search Results

Trademark Information

Registration ID: 20170002788

Description: BUCKY BADGER WITH A "B" ON HIS CHEST NEXT TO THE STYLIZED WORDS "BADGER SPORTING GOODS"

Status: Active

Registration Date: 09/20/2017

Expiration Date: 09/20/2027

Classification: 48-LEGACY

Date of first use: See Filing Image

Class Category:

Trademark Image: N/A

Applicant Information

Type: Entity

Entity Name: BADGER SPORTING GOODS COMPANY

Business Address: JOSEPH LEONE DEWITT ROSS & STEVENS 2 E MIFFLIN ST STE 800 MADISON WI 53703 2814 BRYANT RD MADISON WI 53713 USA

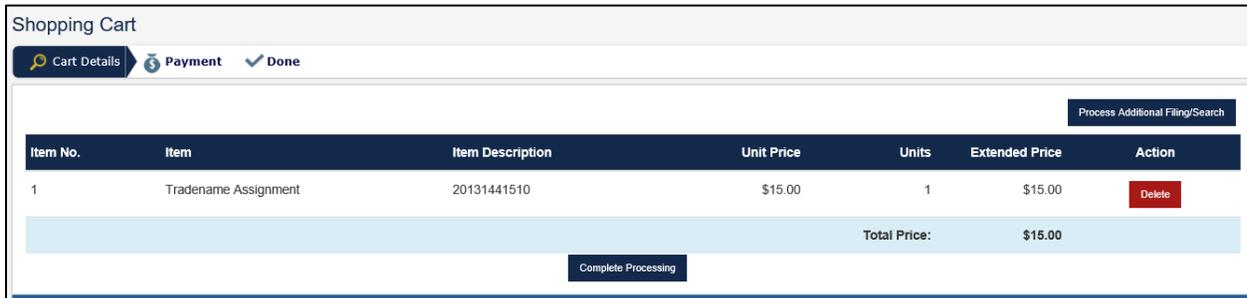
Back Return to Search Return to Results Perform New Filing Certificate/Copy Request Filing History Applicant History

3. Complete one of the following...

To...	Then...
Perform a new filing related to the selected filing...	<ol style="list-style-type: none"> 1. Click the Perform New Filing button. 2. See the Online TM Filings Guide for instructions on how to complete the filing.
Request a copy or certificate for the selected filing...	<ol style="list-style-type: none"> 1. Click the Certificate/Copy Request button. 2. Select the type of request from the drop-down menu. 3. Click the Add to Cart button to add requested copies to your cart.
View the filing history for the selected filing...	Click the Filing History button.
View the applicant history for the selected filing...	Click the Applicant History button.

3 Shopping Cart

The shopping cart is displayed when a filing is added to the cart. The user may proceed to payment, delete a filing, or add additional filings.



3.1.1 Add an Additional Filing or Search

The user may click the **Process Additional Filing/Search** button to add an additional filing or search.

3.1.2 Delete a Filing from the Shopping Cart

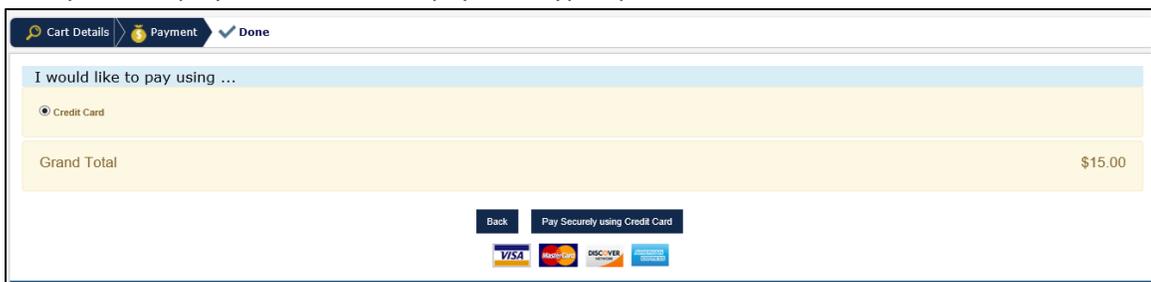
The user may click the **Delete** button to delete a filing from the shopping cart.

3.1.3 Pay and Complete Processing

The user must pay for their filings in order to complete processing.

1. Click the **Complete Processing** button.

The system displays the Credit Card payment type options.



NOTE: Credit Card is selected by default.

2. Click the **Pay Securely using Credit Card** button.
3. A pop up will display to allow you to sign or create a US Bank account by checking the box or you can choose the **Proceed to Payment** to continue without signing into or creating a US Bank account.

[Cart Details](#)
\$ Payment
✓ Done

I would like to pay using ...

Alert

You are leaving the DFI site and being automatically transferred to US Bank where your payment will be processed.

FAILURE to follow the prompts and complete the process on the US Bank site will result in PAYMENT with NO RECORDED FILING.

am US Bank E-Payment User

Proceed to Payment
Cancel

The system displays the payment screen.



State of Wisconsin

e-Payment Services

Make a Payment

My Payment

DFI Online CC Purchase **Amount Due** \$15.00

Payment Information

Frequency One Time

Payment Amount \$15.00

Payment Date Pay Now

Contact Information

First Name

Last Name

Company

Address 1

Address 2

City/Town

State/Province/Region

Zip/Postal Code

Country

Phone Number

Email Address

[Become a Registered User](#)

Payment Method

Card Number 

Expiration Date Month Year

Card Security Code

Card Billing Address

Use my contact information address

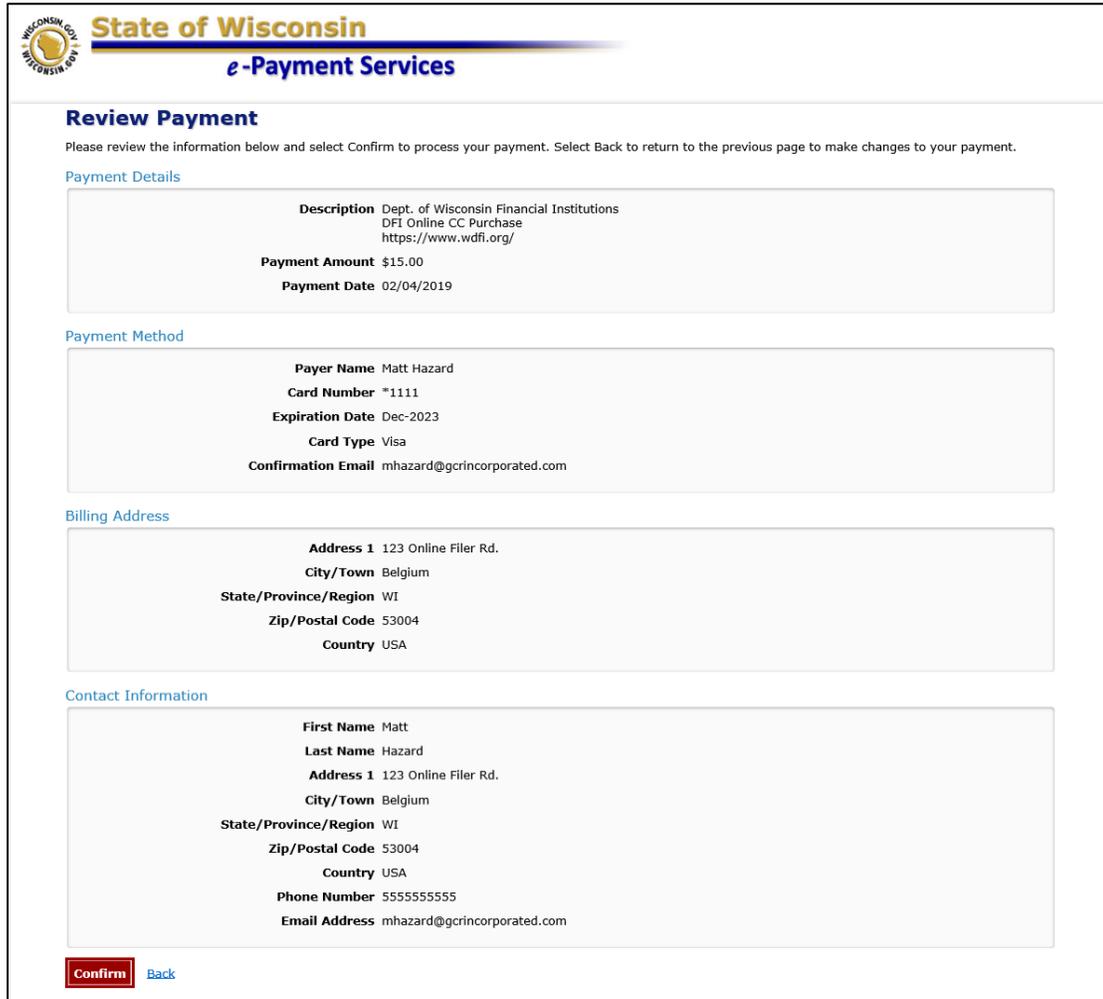
Use a different address

Continue
[Cancel](#)

4. Enter the payment information.

5. Click the  button.

The system displays the Review Payment screen.



State of Wisconsin
e-Payment Services

Review Payment

Please review the information below and select Confirm to process your payment. Select Back to return to the previous page to make changes to your payment.

Payment Details

Description	Dept. of Wisconsin Financial Institutions DFI Online CC Purchase https://www.wdfi.org/
Payment Amount	\$15.00
Payment Date	02/04/2019

Payment Method

Payer Name	Matt Hazard
Card Number	*1111
Expiration Date	Dec-2023
Card Type	Visa
Confirmation Email	mhazard@gcrincorporated.com

Billing Address

Address 1	123 Online Filer Rd.
City/Town	Belgium
State/Province/Region	WI
Zip/Postal Code	53004
Country	USA

Contact Information

First Name	Matt
Last Name	Hazard
Address 1	123 Online Filer Rd.
City/Town	Belgium
State/Province/Region	WI
Zip/Postal Code	53004
Country	USA
Phone Number	5555555555
Email Address	mhazard@gcrincorporated.com

[Back](#)

6. Click the  button.

The system displays the Confirmation screen.